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THE HEALTH AND WELLNESS INDUSTRY— MASSAGE HEIGHTS

By Susan Boresow, CFE, Massage Heights

COVID has affected the health and wellness industries in ways never imagined. So many have experienced its negative impact on the lives of friends and family members. We have seen our ability to move around restricted. We have also experienced the economic impact on small businesses. However, what we have also experienced is:

- an increase in desire for more family time.
- a greater need and value of human connection.
- a significantly increased focus on self-care.
- a dramatic cultural shift in health and wellness.

People are becoming more focused on their health and well-being more than ever before. For massage and spa franchises, this shift towards increased interest in health and wellness has resulted in dramatic revenue growth. The rising surge of therapeutic massage and facials interest is a reflection of the increased desire to improve overall wellbeing and health.

The Global Wellness Summit's Global Wellness 2021 Trends report shares the growth of "The Self-Care Renaissance." A combination of stress, anxiety and skin problems along with the need for "human touch" has created unprecedented demand for massages and skincare services at Massage Heights Retreat franchises and other leading franchises throughout North America. This is not a one-year trend. The

massage industry is expected to grow at an approximate 6.5 percent CAGR over the next several years.

There are many reasons that consumers have become more focused on health and wellness. A recent survey conducted by Mindbody, a software company that does online scheduling to wellness businesses, shows the majority of respondents claimed "stress reduction" and the "desire to withstand disease or illness" as two major reasons for increased health focus. In addition, mask wearing has brought a greater focus on skin health. Skincare is the fastest growing segment in the beauty industry, expecting to reach \$200 billion worldwide by 2026 (Jefferies LLC, July 2020, Euromonitor Statista). In a recent study (Harris Williams Case Study 2021), 49 percent of consumers spent more on beauty and personal care in 2021 than 2020 and plan to spend more in 2022.

2020 and 2021 have led to new industry opportunities as consumers embrace the new "Self-Care Renaissance" by engaging in routines representing shifts in long-term behavior rather than short-term fixes. What was once considered a luxury, massage and facials are part of consumer's personal therapeutic self-care routine. Personalization is an



increasing must for wellness providers who have moved away from cookie-cutter service menu options and replaced by personalized consultations yielding customized experiences.

The pandemic has had a tremendous influence on people. What we hope will be seen as a short-term crisis (as viewed over the course of history) may result in a tremendous behavioral and cultural shift in people's health and wellness routines. The massage and skincare industries are already seeing growth as they have moved away from being occasional consumer luxuries to being frequent self-care routines. In 2021, we experienced the beginning of a new age of self-care which should yield long term consumer benefits as well as health and wellness industry growth. 🌱



Susan Boresow is the president & CEO of Massage Heights. For more information and franchise opportunities for International Franchise Association (IFA)

franchisor member Massage Heights, visit franchise.org/franchise-opportunities/massage-heights.